

Take Care of Texas Public Use Style Guide

Introduction

Take Care of Texas (TCOT) is a statewide campaign of the Texas Commission on Environmental Quality (TCEQ) that encourages Texans to keep our air and water clean, conserve water and energy, and reduce waste.

These style guidelines ensure the program's logo and tagline are used consistently, though it cannot be comprehensive to every use case.

Trademark

To fully protect TCEQ trademarks, the agency registered the marks with the State of Texas Secretary of State Corporations Section. Any unauthorized use is a violation of trademark laws. The "TM" symbol is part of the TCOT logo and must be included.

Usage Guidelines

Use the logos in their entirety without any modification. Do not recreate or obscure any part of the logos by placing text, photography, or other elements on top of the artwork.

The TCOT logo and tagline can not be used unless permission has been granted by TCEQ. To request permission, please reach out to the TCOT team.

Primary Logo Configurations (Example A)

TCOT's primary logo includes the campaign's tagline, URL, and "A Program of TCEQ" in the official Pantone® (PMS) brand colors: PMS 313 (blue) and PMS 377 (green). No other colors may be used.

When projects do not allow the use of multiple colors, you may use TCOT's one color logo configurations in black, white, or a single spot color. Ensure all parts of the logo remain legible and maintain suitable, accessible-friendly color contrast.

On Light or Dark Backgrounds (Example B)

When using the TCOT logos on light or dark backgrounds, ensure there is suitable contrast between the logo color and the background color or image. Since 50% or greater color contrast is needed for legibility, the simplest solution may be to use the white outline version of the logo.

When placing the TCOT logo on any type of colored background or image, you may use the white outline version or put a white box behind it to ensure that it remains legible.

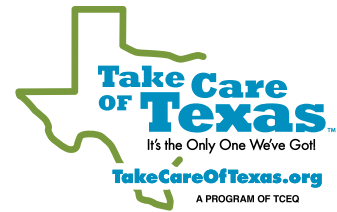
Alternate Logo Configurations (Example C)

If the logo would be too small for the primary logo to be legible, a project requires a reduced number of colors, or when the campaign name needs more prominence, you may use the approved alternate versions shown. All other restrictions for the logo as listed in this guide still apply.

Text-Only Logo Configurations (Example D)

When a project has extremely limited space you may use one of the text-only versions of the TCOT logo. Do not reduce the simple text-only logo to be smaller than 0.5 inches wide.

A. Primary Logo Configurations



PANTONE® 313

C: 100 M: 23 Y: 19 K: 0
R: 0 G: 143 B: 190
HEX : 008FBE



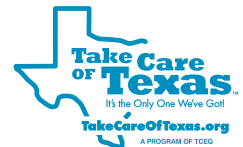
PANTONE® 377

C: 58 M: 22 Y: 100 K: 4
R: 120 G: 153 B: 4
HEX : 789904

One Color Logos



Black



Spot Color

B. On Light or Dark Backgrounds

Correct Usage



Suitable Contrast



White Outline



White Box



White Outline

Incorrect Usage



Unsuitable Contrast



Not Legible

Reducing or Rescaling (Example E)

Do not rescale (distort) any of the TCOT logos vertically or horizontally. Always maintain their proper spacing and proportions.

Never reduce any of the TCOT logos to the point where any part of them is unrecognizable or unreadable. Minimum sizes will vary based on the project but ideally, the primary logo would never be smaller than 1.5 inches wide to maintain legibility of the smallest text.

Misuse

Misuse of the TCOT logos includes, but is not limited to, using them:

- Without permission from TCEQ.
- To sell, advertise, market, or package a specific product.
- To imply an endorsement by TCEQ of an organization or its products or services.
- On marketing materials, advertising, or product packaging/labels that can be viewed negatively by the public, including images or names that may be considered inflammatory or offensive.

C. Alternate Logo Configurations

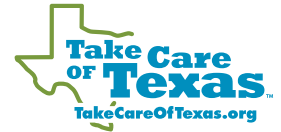
Simple
Version



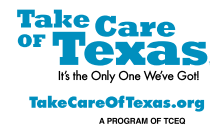
Slogan
Version



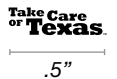
URL
Version



D. Text-Only Logo Configurations

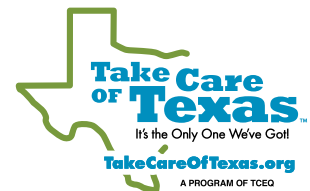


Text-Only



Simple Text-Only

E. Reducing or Rescaling



Minimum Size: 1.5"

Questions?

Questions about and requests to use the TCOT logo should be directed to the the TCOT Program.

Contact: 512-239-0010 or educate@tceq.texas.gov